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FOOD STAMP
PROGRAM



U. S. DEPARTMENT OF AGRICULTURE

FOOD GUIDE

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

MILK AND DAIRY PRODUCTS

BROILER FRYERS

EARLY SUMMER VEGETABLES

BEEF RICE EGGS

CANNED TOMATO PRODUCTS

SALAD OIL

June 1963

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The FOOD GUIDE lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for FOOD DISTRIBUTORS

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

Merchandising Opportunities

FOR FOOD STAMP PROGRAM AREAS

MILK AND DAIRY PRODUCTS

SUPPLY: Plentiful supplies of all dairy products will be on hand to usher in the big JUNE DAIRY MONTH event.

PRE-SELLING AID: The dairy industry, allied industry groups and the Department of Agriculture are joining forces to make this year's JUNE DAIRY MONTH promotion the biggest yet. Small and large grocers alike should hop a ride on the June Dairyman's bandwagon and reap good returns.

MERCHANDISING HINTS: Extra special display arrangements, backed with industry and allied manufacturers' full-color sales pieces, are the key to profitable milk and dairy product sales. Give shoppers the BEST SHOW OF THE YEAR with specialized merchandising planned for the full dairy product line--MILK, CHEESE, COTTAGE CHEESE, ICE CREAM, NONFAT DRY MILK, EVAPORATED MILK, BUTTER, etc.

- Milk, Cheese and Ice Cream specials make the best drawing cards now, so center JDM merchandising and your "leader" advertising around these items at the start of the big dairy sales campaign. Then, alternate other dairy product specials weekly as the promotion moves along. And find a place for good related item tie-ins at display point to drum-up heavier trade.
- Why not set up a full-line DAIRY BAR at rear of store or just off a heavy traffic aisle? Use brightly colored crepe paper streamers and sales-inviting P-O-S pieces to point out selling spot and make traffic stop. Be sure to fit economical Evaporated Milk and Nonfat
- Dry Milk into your all-out JDM merchandising scheme. Industry continues to place full-scale consumer-reaching

advertising behind these products along with new recipes and use ideas that will keep these items on the move. And don't forget to give Butter that extra push. In June you'll also have a made-to-order salesmate pair--butter and fresh corn--a perfect team.

BROILER-FRYERS

SUPPLY: The June 1962 U.S. average farm price to producers was 14.3 cents per pound, and the June 1963 price is expected to be about the same.

MERCHANDISING HINTS: The widespread publicity being given NATIONAL BARBECUE MONTH will demand increased broiler-fryer display space. Give sales point a "barbecuing atmosphere"--set up a rotisserie outfit at broiler-fryer case to promote "ready cooked" carry-outs and "do-it-yourself" barbecue sales.

- In addition to central display, loaded down with splits, whole, cut-ups and select parts, use a roving mobile refrigerated unit to sell broiler-fryers at numerous tie-in items sales points. Play the spotlight on whole birds as the "bargain buy." Appeal to appetites with dressed-up displays. Fresh parsley spotted throughout your offerings and a few jars of ready-mixed Bar-B-Que sauce, colorful vegetable items, etc., will prompt greater sales action.
- Boast about your broiler-fryers in "thrifty pricing" window streamers, in circulars, and newspaper ads. And offer quantity discounts on multi-bird purchases for bigger volume sales.

EARLY SUMMER VEGETABLES

SUPPLY: Abundant supplies of early summer vegetables are expected to be available from market garden areas near

JUNE 1963

DAILY FOOD GUIDE

MILK GROUP

Some milk for everyone

MEAT GROUP

2 or more servings

FRUIT AND VEGETABLE GROUP

4 or more servings

BREAD AND CEREAL GROUP

4 or more servings

OTHER FOODS

As needed

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

Milk and Milk Products

Beef

Eggs

Broiler-Fryers

Canned Tomato Products

Green Beans

Sweet Corn

Cabbage

Carrots

Rice

Salad Oils

VARIETY is the KEY



major consuming centers throughout June. These locally-grown supplies will be supplemented with shipments from more distant producing areas.

MERCHANDISING HINTS: A variety of vitamin and mineral-filled summery vegetable dishes appeal to Mrs. Housewife during the casual-eating months. Just tempt her with those "lazy day" vegetable preparations and quick 'n easy salad ideas. Good signwork, backed with appropriate point-of-sales pieces, will do the trick.

- A colorfully arranged and freshly dressed vegetable department is one of your best storewide sales boosters. And you'll find it pays to take full advantage of color contrast when planning bin layouts. Be sure all fresh vegetable items "pass in review"--space heavy demand items so shoppers must troop the entire line. Play the spotlight on both the "steady movers" and "new" vegetable items as they begin to appear in the store--LETUCE, SWEET CORN, POTATOES, STRING BEANS, TOMATOES, CELERY, CARROTS, LEAFY GREENS, CABBAGE, ASPARAGUS, RADISHES, CUKES, ONIONS, BELL PEPPERS, etc.

BEEF

SUPPLY: According to the cattle on feed report issued April 16, there were 11 percent more cattle and calves on feed April 1, than for the same period in 1962. Although this inventory reflects a seasonal decline from January 1, supplies of fed beef will be substantial throughout the early summer months.

MERCHANDISING HINTS: EVERYBODY LIKES BEEF. And on the basis of per capita consumption, beef is perhaps the most popular main course selection of all foods.

- To capture a big portion of consumers' expenditures for beef, an aggressive month-long promotion with specialized features and a good advertising build-up on "economy buy" beef cuts will herd the trade in.
- Alternate your special attractions this month with a full range of beef offerings--from round to brisket. This is the time to capitalize on ground beef and to hit the

trade with "cents-off" roasts, steaks, liver and lesser cut specials. And June is National Barbecue Month so you'd be smart to place added promotional emphasis on all popular barbecuing type beef cuts. Another sure sales "draw"--for "Father's Day" specials feature big juicy roasts. Tie-in some of the trimmings, too, to please the man-of-the-house.

EGGS

SUPPLY: The June 1962 farm price was 28.2 cents per dozen. This June, supplies and prices are not expected to be much different.

MERCHANDISING HINTS: Tops in nutrition and in the infinite ways they can be prepared, eggs are summertime favorites when served at any meal.

- For real sales action plan a potent EGG-stravaganza-SALE to lure heavy trade. Then greet all shoppers with in-store displays to attract the "easy-fixing" meal fans. Effective "talkers" suggesting hard boiled and deviled eggs for the prevailing cooler type indoor and outdoor meals should increase the sales score. And plug egg salad sandwiches--always a hot weather hit.
- Stay right on top of the steady breakfast egg business, using larger size specials to get the shopper's eye. Multi-carton pricing set for all egg sizes will move 'em out fast. Double-Feature breakfast specials--sell large size eggs from the meat department, between bacon and sausage supplies.

CANNED TOMATO PRODUCTS

Good floor stacks of canned whole tomatoes will invite heavy movements before big supplies of fresh tomatoes arrive. Find a spot to team tomato catsup with hot dogs and hamburger meat now. And with barbecuing taking the spotlight this month, scattered, well located, displays of tomato paste set to tempt the "homemade barbecue sauce" specialist will step-up the sales beat. Get tomato juice "out front"--use "chilled" P-O-S material to promote this breakfast starter, that is made-to-order for Get Up 'N Go.

RICE

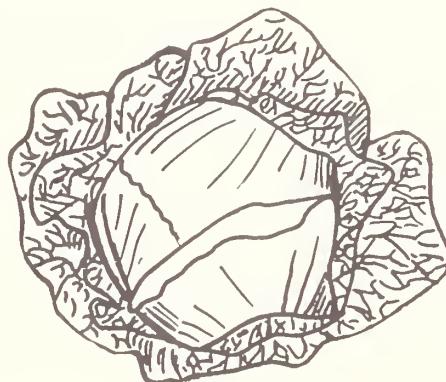
MERCHANDISING HINTS: Local and seasonal eating habits should be considered in planning rice merchandising.

- Might be a good idea to gear rice selling plans around rice pudding during this warm weather time. Low cost and appetizing oriental dishes will now attract food coupon shoppers as well as other trade too. Promote these preparation ideas during June--the "side-dish" rice business will take care of itself.
- Along with filled shelf stocks, Rice is another item that moves better from floor displays. Use tie-in selling ideas, building feature attractions around white varieties--parboiled and preboiled types too. Ask customers to "Enjoy Rice Pudding"--"Chop Suey" and "Chow Mein" through good signwork.

SALAD OIL

MERCHANDISING HINTS: A notable influx in salad oil sales can be expected when salad-making time rolls 'round.

- While shelf stocks should be loaded down to take care of the regular trade, you'll get greater sales mileage with a floor display of assorted sizes located at the end of your main vegetable line. In addition, scatter displays placed at good tie-in points will create instant sales appeal. Touch base with your salad oil distributors for display building know-how, recipes and full color salad bowl-salad dressing sales material.



MENU OF THE MONTH

Liver and Rice Loaf	
Buttered green beans	
and carrots	
Sliced Tomatoes	Milk
Bread	Margarine
Hot Apple Pie	

RECIPE OF THE MONTH

LIVER AND RICE LOAF

1/2 cup rice	4 cups boiling water
1 pound sliced liver	2 tablespoons fat
1 small onion, chopped fine	1 cup chopped celery
2 tablespoons flour	1/4 cup chopped parsley
2 teaspoons salt	1 cup tomatoes, canned or fresh

Cook the rice until tender in boiling water according to package instructions. Sprinkle the liver with salt and flour, and cook with the fat in a skillet for about 3 minutes. Remove the liver, and grind or chop it very fine. Cook the onion, celery, and parsley in the drippings for a few minutes, add the flour and tomatoes, and stir briskly until thickened. Then mix all the ingredients until thoroughly blended, form into a loaf and place in loaf pan or open roasting pan. Bake for about 30 minutes in a moderate oven (350° F.).